



# Developing your Personal Brand

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# Those Elusive Brands

NIKE

Rolex

IMEX

# It's All About You

- \*What 5 words would your customers or Your employers use to describe you?
- \*How hard would it be for them to come up with those words?
- \*What positive emotional connection do people have with you?

# Why is Personal Brand Important?

- Differentiation
- Indication of Future Performance
- Security for Boss and/or Buyer
- Constant Churn of Economic Forces

# What Is It?

A Combination of the **Mental Picture** and  
**Emotional Response** others have of you

It is what makes you unique to them

It starts with **Visual Image** that represents

**Qualities they value**

Reinforced by Subtle and direct messages

# Creating Your Brand

Answer the Questions:

What separates you from the pack?

What instantly comes to mind when your boss or customers think of you?

Is that message consistent? Is it strong?

How do you maintain it?

What vehicles do you use?

# Developing a Brand

Determine your audience

- What do they value most?
- Who are the competitors? What is their brand?
- What differentiates you?
- Confirm with customers
- Refine your message

# Considerations

A Broken Promise is Worse Than One Never made

Consistency of Brand is Critical Across all Marketing Channels and Personal Interactions

Consumers are 60% more likely to be influenced by Blogs and Emails than TV or Advertising

# Developing Your Brand

- Develop your vision of yourself for the next 3-5 years
- Inventory Current Skills
- Define your immediate audience
- What is important to them in general and in particular
- Look for skills you need to acquire

# Develop Your Brand(continued)

- Look for Indicators of skills and unique differentiators that represent them
- Look for ways to demonstrate enhancement or continuation of skills
- Create 3-5 anchor words
- Create 1-2 anchor emotions you want to affect
- Create your 10 second commercial and your unique “Tag line”

# Your Brand (continued)

- Create your 10 second commercial
- Create your unique “Tag line”
- Determine how you will maintain your brand
- Determine who can help support your brand

# Channels for Your Brand

## **Word of Mouth Statements**

Easy to Remember

Easy to Repeat Correctly

Easy to Relate to Easily

## **Communication Style**

How you connect with others impacts brand

How it relates to your corporate brand/culture

Is key

# Channels(continued)

- Appearances, Actions and Applications
- Connect to as many situations as possible
- Plan ahead to incorporate as often and consistently as possible
- Leverage Relationships

# Brand Essence

The Foundational Element of a Long  
Term Brand is Trust

Brand Surfs the Waves of Emotion